

# Order Item Summary

CBS TELEVISION STATIONS



WFOR-TV

Order ID: 54901 CF LOC-POL FBD - LBD: 09/18/12 - 09/24/12 HL#: Created: 09/17/12 01:03 PM  
 Client: OBAMA FOR AMERICA (178906) CPE: 95 / 101 / 1798 Agency Commission: 15 % Updated: GUTIERA on 09/18/12 03:06 PM  
 Agency: GMMB, INC. (6441) Product: 95/101/1798 (1300) Self :20:00 Confirmed: 09/18/12 03:06 PM  
 Buyer: Demo: HHOLDS DMA RTG Sched. Code: Z Contract: 09/18/12 03:10 PM  
 AE: SUSAN INKER-PURETZ-WFOR-TV Billing Int: Monthly BM: SS  
 Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
001	MSUNRISE2	* T W T F * *	NEWS	30				0.0	\$200.00	4	\$800.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
003	MLOCAL3	* T W T F * *	NEWS	30				0.0	\$300.00	3	\$900.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
005	MEARLY	* T W T F * *	MORN	30				0.0	\$315.00	3	\$945.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
006	MCBSSAT1	* * * * * S *	MORN	30				0.0	\$150.00	2	\$300.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
007	08:00 - 09:00	0 0 0 0 0 0 1	MORN	30				0.0	\$255.00	1	\$255.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
008	D9-NOON	0 1 1 1 1 0 0	DAY	30				0.0	\$225.00	4	\$900.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
009	D9-NOON	1 0 0 0 0 0 0	DAY	30				0.0	\$225.00	1	\$225.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

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Agency: GMMB, INC. (6441)	Product: 95/101/1798 (1300)	Self :20:00	Confirmed: 09/18/12 03:06 PM	
Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: Z	Contract: 09/18/12 03:10 PM	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
010	DPRICE	* T W T F * *	DAY	30				0.0	\$700.00	2	\$1,400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
011	NNOON	* T W T F * *	NEWS	30				0.0	\$540.00	3	\$1,620.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
012	DCBSSOAP	0 1 1 1 1 0 0	DAY	30				0.0	\$630.00	4	\$2,520.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
013	DCBSSOAP	1 0 0 0 0 0 0	DAY	30				0.0	\$630.00	1	\$630.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
014	WCBSSUN	* * * * * S	MORN	30				0.0	\$1,350.00	1	\$1,350.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
015	WFACE	* * * * * S	MORN	30				0.0	\$1,260.00	1	\$1,260.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
016	15:00 - 16:00	0 1 1 1 1 0 0	EFG	30				0.0	\$250.00	4	\$1,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

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Agency: GMMB, INC. (6441)	Product: 95/101/1798 (1300)	Self :20:00	Confirmed: 09/18/12 03:06 PM	
Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: Z	Contract: 09/18/12 03:10 PM	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTU: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
017	15:00 - 16:00	1 0 0 0 0 0	EFG	30				0.0	\$400.00	1	\$400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
018	EPHIL	* T W T F * *	EFG	30				0.0	\$400.00	5	\$2,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
020	17:00 - 17:30	0 1 1 1 1 0	NEWS	30				0.0	\$1,080.00	4	\$4,320.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
021	17:30 - 18:00	* T W T F * *	NEWS	30				0.0	\$1,080.00	3	\$3,240.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
022	18:00 - 18:30	* T W T F * *	NEWS	30				0.0	\$1,350.00	2	\$2,700.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
023	18:30 - 19:00	* T W T F * *	NEWS	30				0.0	\$1,800.00	3	\$5,400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
024	A7PMET	0 1 1 1 1 0	ACC	30				0.0	\$1,080.00	4	\$4,320.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

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Agency: GMMB, INC. (6441)	Product: 95/101/1798 (1300)	Self :20:00	Confirmed: 09/18/12 03:06 PM	
Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: Z	Contract: 09/18/12 03:10 PM	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTW: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
025	A7PMET	1 0 0 0 0 0 0	ACC	30				0.0	\$1,080.00	1	\$1,080.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
026	AINSIDER	0 1 1 1 1 0 0	ACC	30				0.0	\$1,080.00	4	\$4,320.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
027	AINSIDER	1 0 0 0 0 0 0	ACC	30				0.0	\$1,080.00	1	\$1,080.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
028	PBROKE*M&M	M * * * * *	REGP	30				0.0	\$7,200.00	1	\$7,200.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
029	PNCISLA	* T * * * * *	REGP	30				0.0	\$4,500.00	1	\$4,500.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
030	PBANG*2MENTH	* * * T * * *	REGP	30				0.0	\$3,150.00	1	\$3,150.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
031	PPERSONTHU3	* * * T * * *	REGP	30				0.0	\$4,050.00	1	\$4,050.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

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Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: Z	Contract: 09/18/12 03:10 PM	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTW: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
032	PCSINYFR2	* * * * F * *	REGP	30				0.0	\$3,060.00	1	\$3,060.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
033	PPERSONSU	* * * * * S	CARD	30				0.0	\$3,600.00	1	\$3,600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
034	PWIFESUN2	* * * * * S	REGP	30				0.0	\$2,300.00	1	\$2,300.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
035	NLATE1	* T W T F S S	NEWS	30				0.0	\$1,350.00	5	\$6,750.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
036	LLETTER	0 1 1 1 0 0	LETT	30				0.0	\$540.00	4	\$2,160.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
037	LLETTER	1 0 0 0 0 0	LETT	30				0.0	\$540.00	1	\$540.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
038	LETSAT	* * * * * S	LATE	30				0.0	\$270.00	1	\$270.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

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Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTW: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
039	SACCFB	* * * * * S *	LOCS	30				0.0	\$600.00	2	\$1,200.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
040	SNCAAFB	* * * * * S *	FTBL	30				0.0	\$2,400.00	1	\$2,400.00		
	1500-1900												
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
041	MSUNRISE2	M * * * * *	NEWS	30				0.0	\$200.00	1	\$200.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
042	P48HRSA3	* * * * * S *	REGP	30				0.0	\$2,250.00	1	\$2,250.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/18/12	09/23/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
043	MLOCAL3	M * * * * *	NEWS	30				0.0	\$300.00	2	\$600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
044	NLATE1	M * * * * *	NEWS	30				0.0	\$1,350.00	1	\$1,350.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 24</u>										
	09/24/12	09/24/12	1										

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Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

## Order Totals

Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	88	0	\$88,545.00	\$75,263.25	\$0.00	\$0.00
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Order Totals:			\$88,545.00	\$75,263.25	\$0.00	\$0.00